

Note for Steen, Lauren E.

From: Zimmerman, Robert (LBC)
Date: Fri, Feb 28, 1997 6:03 PM
Subject: OFFENSIVE AUDIENCE SELECTION
To: Steen, Lauren E.
Cc: Schwartz, Linda; Long, Richard (LBC)
File(s): OFFEN AUD.XLS

Lauren:

As part of planning for the '97 Blue/Green Offensive Program the attached comparative data provides evidence that the '97 mailings be restricted to only key markets outside of Region 1.

- >Outside of Region 1, 70% of volume appears to come from only 20 key markets

- >However, in 1996 only 55% of the audience mailed outside of Region 1 was in these 20 key markets. As a result, 48% of the non-Region 1 mailing was delivered to smokers in Trade Areas which contribute little to Parliament volume.

As we work to develop the audience universes we will be scoring for the upcoming mailings, lets make certain to discuss this further.

- >Currently, there is a universe of approx 136M competitive smokers with Parliament Previous Brand, Consid. Set or S.O.P.

- >To effectively utilize scoring, we should identify a universe at least twice as large. Based on information compiled to date, Winston, Camel, Newport, Salem & several other key brands are audience we can look at.

- >However, rather than just select any of these smokers for scoring, we can restrict these supplementary universes to only smokers in the 20 key markets (or other markets you believe important), thereby eliminating last year's unfortunate skew to less-productive Trade Areas.

We look forward to meeting soon on this issue.

Bob

Non-Region 1 Parliament Shipments Compared To 1996 Offensive Mailing Audience

		% of Non-Region 1 Shipments	% of Non-PM Competitive (Outside Region 1) Mailed '96 Offensive
Market			
Chicago	4LO	9%	10%
Los Angeles	5LO	9%	4%
Orlando	2OO	7%	4%
Miami	3DO	5%	3%
Tampa	2PO	<u>5%</u>	<u>4%</u>
Subtotal:		35%	25%
Washington	2BO	4%	2%
Denver	5EO	4%	2%
Baltimore	2AO	3%	2%
Phoenix	5GO	3%	3%
Sacramento	5HO	<u>3%</u>	<u>1%</u>
Subtotal:		17%	10%
Richmond	2CO	3%	2%
Peoria	4MO	2%	2%
San Francisco	5IO	2%	2%
Milwaukee	4QO	2%	3%
San Diego	5MO	<u>2%</u>	<u>2%</u>
Subtotal:		11%	11%
Charlotte	2EO	2%	2%
Raleigh/Durham	2DO	2%	1%
Pittsburgh	4AO	2%	5%
Atlanta	2JO	2%	1%
Waco/Temple	3RO	<u>2%</u>	-
Subtotal:		8%	9%
Subtotal, Key Markets Outside Region 1:		71%	55%
<u>Mailed '96 Offensive Which Contribute Little Non-Region 1 Volume:</u>			
Cleveland		1%	3%
Detroit		1%	3%
Minneapolis		1%	2%
Others		<u>26%</u>	<u>40%</u>
Subtotal:		29%	48%
Total:		100%	100%

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Non-Region 1 Parliament Shipments Compared To 1996 Offensive Mailing Audien

		% of Non-PM Competitive (Outside Region 1) Mailed '96	
Market		% of Non-Region 1 Shipments	Offensive
Baltimore	2AO	3%	2%
Washington	2BO	4%	2%
Richmond	2CO	3%	2%
Raleigh/Durham	2DO	2%	1%
Charlotte	2EO	2%	2%
Atlanta	2JO	2%	1%
Orlando	2OO	7%	4%
Tampa	2PO	5%	4%
Miami	2QO	<u>5%</u>	<u>3%</u>
Region 2 Sub-Total		33%	21%
Waco/Temple	3RO	<u>2%</u>	-
Region 3 Sub-Total		2%	-
Pittsburgh	4AO	2%	5%
Chicago	4LO	9%	10%
Peoria	4MO	2%	2%
Milwaukee	4QO	<u>2%</u>	<u>3%</u>
Region 4 Sub-Total		15%	20%
Denver	5EO	4%	2%
Phoenix	5GO	3%	3%
Sacramento	5HO	3%	1%
San Francisco	5IO	2%	2%
Los Angeles	5LO	9%	4%
San Diego	5MO	<u>2%</u>	<u>2%</u>
Region 5 Sub-Total		23%	14%
Subtotal, Key Markets Outside Region 1:		73%	55%
<u>Mailed '96 Offensive Which Contribute Little Non-Region 1 Volume:</u>			
Cleveland		1%	3%
Detroit		1%	3%
Minneapolis		1%	2%
Others		<u>26%</u>	<u>40%</u>
Subtotal:		29%	48%
Total:		100%	100%

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